

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY LISBON

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E.O. 11652: N/A

TAGS: SCUL

SUBJECT:CU/ARTS:AMERICAN PERFORMING ARTISTS

REF: LISBON 4383, 4472

1. CU/ARTS HAS DISCUSSED EMBASSY PLANS WITH STRAUS CU/WE AND HAS COPY OF EMBASSY'S PLANNING SCHEDULE. WE WILL HAVE COMMENTS ON SCHEDULE AND FINANCIAL SUPPORT REQUESTED BY EMBASSY SOONEST. DEPARTMENT EAGER PROVIDE SUPPORT FOR CULTURAL PRESENTATIONS TO REALIZE EMBASSY'S PURPOSES IN PORTUGAL. IN THIS SPIRIT WE WOULD LIKE TO COMMENT ON SOME OF EMBASSY'S SUGGESTIONS:

2. WE BELIEVE IT MORE PRACTICAL TO CONCENTRATE ON FEWER THAN TWO ATTRACTIONS A MONTH SINCE TRAVEL TO SEVERAL CITIES MIGHT BE INVOLVED.

3. POST SHOULD ALSO CONSIDER PROBLEMS IN HANDLING BIG NAME MAJOR ATTRACTIONS LISTED LISBON 4472. LARGE EMBASSIES EXPERIENCE TRAUMAS IN HANDLING POP GROUPS, BALLETTS AND SYMPHONY ORCHESTRAS. HOUSING, FEEDING, TRANSPORTING PERSONNEL AND EQUIPMENT, PLACATING ARTISTS AND RECOVERING LOST ITEMS OR MISSING FREIGHT IS FULLTIME JOB. PLANNING UNCLASSIFIED

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AND ARRANGING SUCH TOURS SHOULD BEGIN A YEAR IN ADVANCE

AND CLEANING UP EXTENDS FOR WEEKS AFTER.

4. DEPT FEELS EMBASSY'S GOALS CAN BE MET BY INDIVIDUAL ARTISTS AND SMALL, FLEXIBLE GROUPS OF HIGH QUALITY THOUGH NOT NECESSARILY TOP NAMES. SECOND CONSIDERATION IS CU/ARTS CANNOT AFFORD LARGE PRESTIGIOUS GROUPS EVEN IF EMBASSY SOLVES LOGISTIC PROBLEMS CITED IN PARA 3. SYMPHONY ORCHESTRAS COST APPROXIMATELY DOLS 110,000 PER WEEK PLUS TRANSPORTATION. POPULAR MUSIC GROUPS CAN CHARGE UP TO DOLS 50,000 PER PERFORMANCE. FURTHER, WE BELIEVE WITH UNIVERSITIES AND CULTURAL CENTERS SERVING AS LOCUS FOR PERFORMANCES, SMALLER GROUP LIKELY TO HAVE MORE MEANINGFUL IMPACT.

5. GROUPS TOURING IN U.S.S.R. ARE USUALLY FULLY BOOKED WITH COMMERCIAL ENGAGEMENTS IN U.S. OR ABROAD AND CANNOT GIVE DEPT ENOUGH TIME EVEN FOR U.S.S.R. OR EASTERN EUROPE. THIS IS CASE WITH CONSERVATORY THEATRE AND LOS ANGELES PHILHARMONIC CITED 4472. N.Y. JAZZ REPERTORY TOUR IN U.S.S.R. COMPLETED IN JULY 1975.

6. CU/ARTS INTENDS KEEP IN CLOSE COMMUNICATION WITH EMBASSY AND HOPES PROGRAMS CAN BE DEVELOPED WITH JOINT CU/ARTS, USIA AND PORTUGUESE FUNDING. LATTER ESSENTIAL TO ASSURE THEIR INTEREST AND COMMITMENT. INGERSOLL

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